

NOMINATION FOR AWARD		
AWARD Outstanding Public Affairs Company Grade Officer	CATEGORY (If Applicable) Individual	AWARD PERIOD 1 Jan - 31 Dec 2001
RANK/NAME OF NOMINEE (First, Middle Initial, Last) 1st Lt. Tisha L. Wright	SSN (Enter Last 4 Only) 7523	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE 35P3/Deputy Director of Public Affairs	NOMINEE'S TELEPHONE (DSN & Commercial) DSN 468-5418; Comm. 478-926-5418	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE AEDC/PA/100 Kindel Drive, Suite B213/Arnold AFB/TN/37389		
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Colonel David J. Eichhorn/DSN 340-5201; Cmcl (931) 454-5201 david.eichhorn@arnold.af.mil		
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)		
<p>Overall Effectiveness and Job Accomplishment</p> <ul style="list-style-type: none"> - 1st Lt. Tisha Wright performed well above her grade daily, helping to accomplish the AF mission - Key to success of AEDC's 50th Anniversary celebration, involved in nearly all aspects of event <ul style="list-style-type: none"> -- Aggressively worked with local, regional and national media to publicize the numerous 50th events -- Outcome: garnered over \$200K in free publicity; no accident 100K people attended the air show! - Planned and organized four Air Force Reserve Band performances in the Middle Tennessee region <ul style="list-style-type: none"> -- Served as yet another step in building stronger community ties to Arnold AFB and the Air Force - Established rapport with a producer of a regional television program and worked with him to produce a segment on Arnold AFB in a show featuring unique places in Tennessee and in its bordering states <ul style="list-style-type: none"> -- Result: the Air Force message delivered to thousands of devoted viewers of the popular program! - Always seeking to communicate both the Air Force and center mission at every available opportunity <ul style="list-style-type: none"> -- Follow-up calls to reporters mentioned in the SAF Activity Memo resulted in media interviews with <i>Fortune Magazine</i>, <i>Aviation Week</i> and others; AF coverage increased leveraging the activity memo - Worked with <i>Tech TV</i>, a German television program, and others covering the first launch of scramjet projectile; the world now knows of the AF's role in this breakthrough in hypersonic development <p>Leadership/Organizational Planning</p> <ul style="list-style-type: none"> - Coordinated and hosted the first-ever visit by C-SPAN to Arnold Engineering Development Center <ul style="list-style-type: none"> -- 10-minute segment will air multiple times showcasing the AEDC mission through the country - Oversaw scheduling and execution of all media flights at the airport in the days before the air show <ul style="list-style-type: none"> -- Overcame bad weather, changing reporter/performer mixes guaranteeing a final promotional blitz! - Lead planner for incoming civic leader tour from Air University; coordinated with the Army National Guard aviation unit and downtown organizations involved in the visit; flawless performance as always - Managed the center's commander's call program, providing open communication from commander to the AEDC military and civilian work force; outstanding performance for each and every CC call - Helped to build the fledgling Arnold Community Council into a viable organization to support AEDC <ul style="list-style-type: none"> -- The group now has more than 90 members supporting the base (and its people) on several fronts! <p>Judgement and Decisions</p> <ul style="list-style-type: none"> - Recognized opportunity to increase AEDC and AF awareness among travelers at Nashville Airport <ul style="list-style-type: none"> -- Convinced airport management to run free messages on their electronic marquees promoting AEDC - Conceived idea for the Nashville FOX affiliate to do segment on AEDC with viewers guessing the reporter's broadcasting location that evening; great success with base tour request increase after show - Saw the need to ensure the original attendees of AEDC's dedication in 1951 received proper care at the center's rededication; oversaw the effort to contact attendees and ensure that they were recognized - Determined need for Arnold AFB to work more closely with educators from around the region and planned and hosted the first-ever Educational Evening at Arnold for teachers and college professors <ul style="list-style-type: none"> -- Excellent results with several scheduling tours and speakers from Arnold AFB in following weeks <p>Communications Skills</p> <ul style="list-style-type: none"> - Served as the center's key spokesperson in the months leading up to the 50th Anniversary celebration <ul style="list-style-type: none"> -- Outstanding interviews on Nashville television stations delivering both AF and AEDC messages -- Asked for by name by several cable television programs in Middle Tennessee broadcast area; didn't disappoint us on a single interview always delivering positive media coverage for AEDC and AF! - Outstanding public speaker; Tisha gave several speeches to local civic organizations performing like a seasoned senior officer; best possible feedback with groups telling others to request her to speak - Utilizing her skills to speak a second language, she coordinated and participated in an interview with the state's largest Spanish-speaking radio station; AF message delivered to thousands for the first time - Bottom line: Tisha's stellar performance in 2001 far exceeded the usual high standards that we have grown to expect from this hard-charger on a daily basis at AEDC; without a doubt, the best PA CGO! 		

NOMINATION FOR AWARD *(Continued)*

RANK/NAME OF NOMINEE *(First, Middle Initial, Last)*

1st Lt. Tisha L. Wright

SPECIFIC ACCOMPLISHMENTS *(Use single-spaced, bullet format)* *(Continued)*